

Amendments to the Specification

Please replace the paragraph on page 1, line 6 with the following rewritten paragraph:

--This is a continuation of application Serial No. 08/977,383, filed November 24, 1997, now US Patent 6,396,537, issued May 28, 2002.--

Please replace the paragraph beginning on page 1, line 35, with the following rewritten paragraph:

--Serial No. 08/707,265, entitled "Tradeshow Photographic and Data Transmission System", and filed on ~~October 15, 1996~~ September 3, 1996, in the names of the same inventors and the same assignee as the present application, now US Patent 5,768,633, issued June 16, 1998, discloses a photographic and data transmission system including two main parts. The first part is a wireless communication system installed at a booth in a tradeshow for transmitting wireless information related to a product on display, such as the product name, company name, price and the Uniform Resource Locator (URL) address of the product source on the internet system. The other part of the system is a camera capable of receiving the wireless transmission. When the camera is brought into the vicinity of the booth and captures an image of the product, a trigger signal from the camera initiates transmission of the wireless signal from the tradeshow booth. The camera then stores the product data with the image or stores a URL address that can direct the user to more information via the internet.--

Please replace the paragraph beginning on page 7, line 34, with the following rewritten paragraph:

--As shown in Figure 2, the image server 70 includes either wired or wireless links 72, 74a, 74b to the image spots and the cameras. The wired link ~~42~~ 72 is applied to a microprocessor 76 through an interface 78, and wireless transmissions over the links 74a, 74b are received by a transceiver 80, through an antenna 82, and applied to a communications processor 84, which decodes the transmissions and applies the decoded transmissions to the microprocessor 76. The wireless link 74a is mainly

intended to transfer content data and personality data between the image spot 10 and the image server 70. The wireless link 74b serves as a conduit for transfer of image data between the camera 24 and the image server 70. The content data is preferably stored in a content database 86 in the image server 70, although some, or all, content data may be stored at the image spot 10 in its content database 12 (which is shown in broken line in Figure 2 to indicate that its presence is optional). The image server 70 also includes a printer 88 for producing photographic images 90. In addition, the microprocessor 76 drives a writer 91 to provide customized media 92, such as compact disks (CDs), digital video disks (DVDs), or the like; an E-mail interface 93 to generate E-mail messages; and a custom album processor 94 to generate customized album prints 95.--

Please replace the paragraph beginning on page 8, line 14, with the following rewritten paragraph:

-- The personality file of each user is input to the image server 70 at a registration site 97, such as an entrance booth at a theme park, where each user can directly interact with the image server 70 through an interactive data terminal 98, e.g., by entering biographical detail and responding to predetermined prompts based on typical visitor interests. This could also be done ahead of time via, e.g., e-mail or with the advance purchase of tickets. Then, in the interactive network shown in Figure 2, a plurality of registered users will capture their images at the various attraction sites, view the extra content requests sent to them from the image spot database 12 (as in Figure 1) or the content database 86 in the image server 70, and order a set of services such as albuming or prints from the image server 70. The image server 70 keeps track of all of the data and services requested during each user's visit to the park via the wired or wireless communication link with the image spot 10. At the end of the visit, the users can decide what services or content they want to order, and order those services and specify their method of delivery (e.g. via mail or e-mail). Orders could be placed upon leaving the theme park, e.g., at the registration site 97 or from a local hotel room or via the internet. The image server 70 may also receive the captured digital images via the same wireless link 74b from each user's digital camera 24 and combine these images with the requested content from the content databases 12 or 86. In cases where the

image server 70 is out of the wireless range to the camera represented by the wireless link 74b, all the communication, including images, may be routed through the wired telecommunication link ~~74a~~ 72 between the image spot 10 and the image server 70.--

Please replace the paragraph beginning on page 10, line 32, with the following rewritten paragraph:

If a user's personality file is registered and stored at a central location, such as the registration site 97, then a file structure may be established at the registration site 97 (in combination with the user interface of the interactive data terminal 98) in which part of the personality file is a unique identification number (UID) for the camera. An example of such a structure is shown in Figure 7, which shows the structure for a film or digital camera file header. In either case, the file includes an image data region 200 and an image header 202. In the image header 202, a unique ID field 204 assigns a unique entity to each camera by using a large number for the ID. A Camera/media ID field 206 represents the model, S/N, etc. for the camera and the film (if a film camera is used). The camera/media ID field 206 can be used to indicate what the camera system is capable of doing, e.g., whether the camera has an image review capability, such as the LCD 50. A vendor ID field 208 is a number that is used to represent a vendor (camera manufacturer) such as Eastman Kodak Company, and allows the unique ID field 204 and Camera ID field 206 to be unique to and assignable by the specific vendor (otherwise vendors would have to coordinate unique numbers). It can also be used to recognize special processing needs for the vendor.

Please replace the paragraph beginning on page 12, line 13, with the following rewritten paragraph:

-- In operation with a film camera 26, as shown in Figure 6, an user's personality file is registered and stored at a central location, such as the image server 70 (step 130). Part of this personality file is a unique identification number (UID) for the camera as shown in Figure 7. The images are taken using the film camera 26 at the image spots 10 around, e.g., the theme park (step 132). The communication between the image spot 10, the camera 26, and the image server 70 using the data stored in the

personality file 52 will determine what extra data is going to be used in the extra services requested by the user (step 134). The extra information (or pointers to the information in the image server's database 86) is chosen at these image spots 10 and transmitted via the IrDA wireless link to the camera (step 136). The information or the location of this extra data (in the image server's database 86) is stored on the magnetic portion 56 of the film 54 (step 138). The film is then dropped off (step 140) at a processing center or returned to the central location at the site (148), where the film is processed and the extra services such as albuming and multimedia file creation are performed using the information saved on the magnetic coating of the film (step 144). If the information saved on the film is the location of the data, that data is downloaded after a telecommunication link (step 142) is established between the image server 70 and the processing center. If the processing center is the image server center (step 150), the information is on site, and there is no need for a telecommunication link. In either case, the user reviews the product, which can be done on-line (step 146).--

Please replace the PARTS LIST beginning on page 13 with the following rewritten PARTS LIST:

-- PARTS LIST

- 10 image spot
- 12 content database
- 14 personal computer
- 16 memory unit
- 18 wireless transceiver
- 20 antenna
- 22 telecommunication processor
- 24 digital camera
- 26 film camera
- 28 lens section
- 30 transceiver section
- 31 user interface
- 32 infrared emitter
- 34 infrared detector
- 36 IrDA interface
- 38 logic control unit
- 40 telecommunications processor

42	microprocessor
44	CCD
46	A/D converter
48	memory
50	LCD
52	personality file
54	film
56	magnetic portion
58	motion control interface
60	wireless link
70	image server
72	wired link
74a	wireless link
74b	wireless link
76	microprocessor 76
78	interface
80	transceiver
82	antenna
84	communications processor
86	content data base
88	printer
90	prints
91	CD writer
92	CDs, DVDs
93	E-mail interface
94	custom album processor
95	custom albums
96	personality file memory
97	<u>registration site</u>
98	<u>interactive data terminal</u>
100-118	steps
130- 146 150	steps
160-174	steps
200	image data region
202	image header
204	ID field
206	camera/media ID field
208	vendor ID field
210	content reference field
212	site ID field
214	services requested ID field